

# Global Beverage Stabilizers Market - Forecasts from 2021 to 2026

<https://marketpublishers.com/r/G90AC7854139EN.html>

Date: December 2020

Pages: 111

Price: US\$ 4,250.00 (Single User License)

ID: G90AC7854139EN

## Abstracts

The global beverage stabilizers market is expected to grow at a compound annual growth rate of 4.31% over the forecast period. The beverage stabilizers are the essential additives used by the manufacturers to emulsify flavours, stabilize the protein, suspend particulates, and enhance the mouthfeel of the beverages. Beverage stabilizers are responsible for imparting textural properties, physical functionalities, or physical stability to the products and are mainly used to stabilize oil and water emulsions. Multifunctionality of the beverage stabilizers will drive the growth of the market during the given forecast period. The increasing range of the application of the stabilizers in the beverage industry will augment the market growth during the forecast period.

The beverage stabilizer demand is primarily driven by the growing interest of the companies to sell convenience food and beverages to fit into the busy lifestyle of the modern consumer without compromising with the quality of the product and increasing the shelf life of the product have led to the considerable growth of the market, rising demand for healthier and natural food ingredients from the food industry. The shifting focus towards natural stabilizers will also provide opportunities for companies in the market.

The market has been classified into by stabilizer type as Xanthan Gum, Pectin, Gellan Gum, Carrageenan, Cellulose Gum, Others. The beverage units have further been divided into Fruit Juice/Drinks, Carbonated Beverages, Coffee & Tea Beverages, Concentrates/Syrups, Others. The beverage stabilizer can be used for functions such as Stabilization, Texturization, Others.

Under the COVID-19 scenario, the demand for the beverage has been less due to the

economic downturn and so does the demand for the stabilizers. For instance, In April 2020, during the inception of lockdown days in most of the countries, Coca-Cola has expressed concern regarding sales volume being less globally by 25%, leading to downsizing the workforce and temporarily suspending its bottling plants globally. However, the demand is expected to get back to normalcy starting from January 2021 with the release of vaccination plans. The companies and investors have confidence in the market revival and are undertaking projects. For instance, In December 2020, Theodore Global has announced the plan of the opening of manufacturing and distribution facility in Salt Lake City, Utah. The company have alcoholic and non-alcoholic preservative-free grape juice in the portfolio. Such investments into expanding the production lines are expected to converge the demand of beverage stabilizers back at the equilibrium.

### Increase in the number of Fresh Brewing Beverage Outlets

There is an increase in the number of fresh beverage outlets such as juice kiosks, energy drinks counter near gyms and sports arena and other milk and mocktail shops as the consumers gradually shifting from carbonated drinks to freshly prepared drinks. This will further be increasing the demand for beverage stabilizers to maintain the shelf life of natural ingredients solvent on daily basis. As per the Ministry of Foreign Affairs, Europe, the trends in the beverage industry is indicating the growth of emulsifying agents. The consumers are preferring to fresh organic juices with low-sugar content, gluten-free, preservative-free ingredients. European Millennial and young consumers are the primary markets probable to seek benefits of various flavoured juices developed with natural stabilisers to enhancing the flavours and longevity of the drinks. The benefits associated such as weight management, Energy-Stamina boosting, refreshment and skin benefits, while mid-aged and old consumers can relate to prevention and building immunity against heart and bone issues. Even in Asian pacific countries, the demand for beverage stabilizer is inclining upward as there is the emergence of shakes and juice corners. For instance, In India, small firms such as Drunken Monkey, Juice Lounge by Black Orchids Pvt. Ltd, Think Juice and others and US-based Smoothie Factory with global outlets are contributing the trend.

### The shift towards Natural Beverage Stabilizers in the food industry

With the undergoing pandemic, the consumers have realized the importance of staying healthy and following a healthy lifestyle routinely which have transformed their diet preference for food and beverage. Considering, the beverage segment, the market has witnessed the demand for soy milk, cold-pressed fresh juices and others in the natural

ingredient segment. With such dynamic trends, the beverage manufacturers are now using natural stabilizers as an emulsifying agent for mediating the flavours. The most popular natural beverage stabilizer is Xanthan Gum derived out of fermenting sugar and then breaking it down in particulate matter. As per the FDA, the use of such natural stabilizers has been approved with limited side effects as the case to case bases for diabetic patients. The demand for Xanthan has been increasing in cosmetics, personal health care products and other food and beverages items. For instance, Givaudan has been in the business of using Xanthan emulsifying agents in natural cosmetics products such as shampoos, fragrant etc. since 2008 with optimism intuition of changes in the market.

### Challenges in Beverage Stabilizers Industry

The emulsifiers and stabilizers remain effective from case to case basis among people and their consumption. With the using stabilisers in the beverage, there are chances that it may result in allergies in some people upon consumption. Emulsifiers such as Xanthan Gum is derived from sugar which can be composed of either wheat, corn, soy, dairy. With such diverse sources, the emulsifiers source in the food and beverage products, cosmetics and others is elusive to trace back. Thus, a consumer allergic to any of its source might develop a negative image for the product which might drive down the demand for it. A substrate of Xanthan gum is also used for infant food as a thickener which in several cases have developed illnesses such as intestinal inflammation, detrimental effect on immature guts of newborns, Diabetic consumers must monitor their usage on the beverages using stabilisers as it can lead to fluctuating sugar levels. Such limitations may reduce the demand for beverage stabiliser for a specific segment. However, these limitations can be gauged by developing natural substrates of beverage stabilisers for speciality uses.

### Regional Analysis

Geographically, Europe is the leading manufacturer of both fresh and alcoholic beverages having demand potential for the beverage stabilisers. Poland Is the leading manufacturer of superfruit juices made of locally sourced materials, as blackcurrant, sour cherry, raspberry, blackberry and Aronia. The consumption of organic flavoured water drinks, energy and sports drinks, is increasing both in terms of value and quantity. This offers great opportunities for beverage stabilisers market in Europe. North America is expected to dominate the market during the forecast period owing to the rising consumption of the natural beverage products coupled with the quality regulations in the region. The Asia Pacific is estimated to show the fastest growth owing to the rising

consumption of the beverages and increasing industrial base in the region.

## Segmentation

### By Stabilizer Type

Xanthan Gum

Pectin

Gellan Gum

Carrageenan

Cellulose Gum

Others

### By Beverage

Fruit Juice/Drinks

Carbonated Beverages

Coffee & Tea Beverages

Concentrates/Syrups

Others

### By Geography

North America

United States

Canada

Others

## South America

Brazil

Argentina

Others

## Europe

UK

Germany

France

Others

## Middle East and Africa

Saudi Arabia

UAE

Others

## Asia Pacific

China

India

Japan

South Korea

Others

Note: The report will be delivered in 2-3 business days.

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